Building on Community Development
Emerging in Athlete Development

BC Games Society
2000-2001 Annual Report

BC GAMES

The Spirit Lives On

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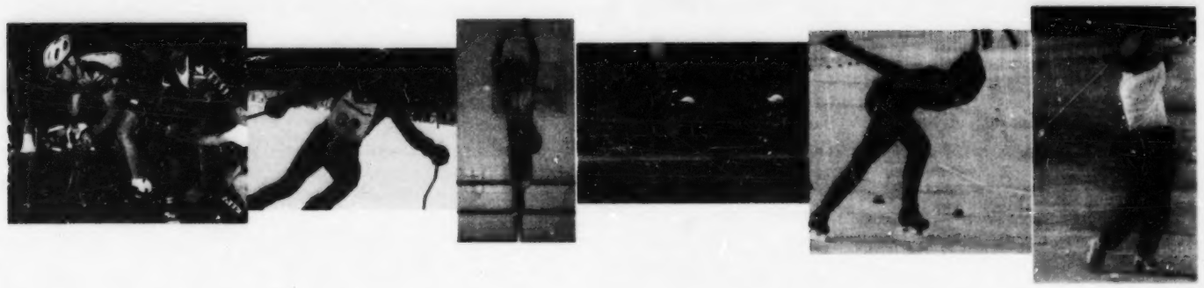

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BOARD MEMBERS

Marion Lay, Co-chair, Vancouver

John Furlong, Co-chair, Vancouver

Donna Gallagher, BC Sport and Fitness Council for the Disabled, Vancouver

Debbie Clyne, Burnaby

Moira Colbourne, Burnaby

Rod Cox, Smithers

Allan Davis, Cranbrook

Bob Irwin, Northern BC Winter Games Society, Kitimat

George Kawaguchi, Burnaby

Tom Masich, Prince George

Graham McKay, Provincial Government, Victoria

Cynthia Meier, BC Seniors Games Society, Telkwa

Charles Parkinson, Provincial Government, Victoria

Katrina Scott, Youth on Boards, Victoria

Jennifer Williams, Duncan

Ron Austen, Past Chair Duncan

FUNDING AND CORPORATE PARTNERS

BRITISH COLUMBIA

Ministry of Small Business, Tourism and Culture

airBC

THE Province

BCTV

British Columbia Lottery Corporation HEYWAGON STAGE

Partnerships Make Change Easier

Marion Lay,
Co-chair

The strength and growth of the BC Games Society this past year can be attributed to partnerships. Long recognized for its ability to form strong relationships with its respective host communities, the BC Games Society has now turned to the sport system to expand and formalize additional alliances.

By wanting to expand its limits to get the *bigger job done*, the BC Games Society and various sport agencies have formed strategic alliances, which, collectively, provide for the greater good of the sport system.

One such partnership is with Sport BC. Signed this spring, this memorandum of understanding will make greater use of existing resources while providing sport organizations with value-added services for their membership. An example of this alliance is the positioning of both organizations as part of the provincial agenda for community development.

An on-going agreement with Promotion Plus assists the BC Games in addressing the issues of women and girls within the BC Games while providing valuable statistical data on participation.

While not formalized, alliances with the Canada Games Council and other national multi-sport organizations recognize the BC Games Society value to the whole sport system. By providing a seconded employee to the Vancouver/Whistler 2010 Winter Olympic bid, we see the potential a Winter Olympics can provide the sport and recreation community. Athletes competing at a BC Summer or Winter Games are now athletes entering the stream of development provided by the PacificSport network of Regional Centres, yet another partnership that makes the society a strong component of the larger picture of sport. And as a leader within the Collective Voice for Sport, the BC Games Society advocates change through a strong network of affiliations.

John Furlong
Co-chair

Additional opportunities for alliance exist at the local, provincial and national levels and the BC Games Society is continuing to investigate which partnerships will provide optimum benefit to our athletes and to the sport system as a whole.

As the society continues to search for opportunities to expand its revenue base, the partnerships with our corporate friends continue to be a source of great value and pride. Looked upon as being synonymous with the BC Games, AirBC and BCTV continue to offer their respective services in exchange for a myriad of promotional opportunities within the BC Games. Air travel for participants, Board members and staff greatly assists us as we reach out to all corners of this province. Promotional opportunities provided by BCTV serve as a great catalyst to many athletes as our *One Year to Go* campaign directed kids to a path of sport success while encouraging them to access a qualified coach in a program they love. Our newest corporate friend, The Province newspaper profiled our campaign through a series of advertisements and related stories. Additionally, the BC Lottery Corporation and their Community Stage helped us build the public celebration as we try to appeal to more British Columbians while promoting our values.

Kelly Mann
President & CEO

Critical to our success at many levels is the long standing relationship we have with the many provincial sport organizations. Dedicated volunteers and staff of these sport agencies recognize the vision of the BC Games as a starting point for their athletes and contribute to this realization by adapting to the changes presented to them in order that the BC Games be used as a development opportunity for athlete, coach and official.

Development of volunteers continues to be fundamental to the BC Games and recognizing them in this *International Year of the Volunteer* is important to us. By providing the volunteers with training programs, opportunity for skills enhancement and then valuing their commitment, the capacity of the sport system continues to grow and flourish. This past year, almost twelve thousand registered host community volunteers gave of their time to assist in hosting competitors from all across BC. Additionally, hundreds more volunteer to their respective sport organizations in preparation to attend the BC Games. Also included in that long list of volunteers are the members of the BC Games Society Board of Directors who have been committed in their service to sport in this province. It is through their collective vision that the society continues to push ahead as a sport leader in the province.

As we look forward, we take pride in where we've been and the progress made. The sport system in British Columbia is recognizing that shared leadership is important to the growth of sport and the BC Games Society is committed to staying involved as one of those leaders.

Host Economies Keep Society Healthy

B.C.GAMES SOCIETY

CONDENSED FINANCIAL STATEMENTS
(IN THOUSANDS)

CONDENSED BALANCE SHEET

MARCH 31		
ASSETS	2001	2000
CURRENT		
CASH	514	702
RECEIVABLES	33	20
PREPAIDS	2	8
	549	730
CAPITAL ASSETS	69	101
	$,618	831
LIABILITIES		
PAYABLES & ACCRUALS	56	234
DEFERRED TRAINING	-	27
	56	261
NET ASSETS,		
IN CAPITAL ASSETS	69	101
INTERNALLY RESTRICTED	76	-
UNRESTRICTED	417	469
	562	570
	$,618	831

CONDENSED NET ASSETS

YEAR ENDED MARCH 31	2001	2000
IN CAPITAL ASSETS		
BEGINNING OF YEAR	$101	138
AMORTIZATION	-52	58
ASSETS BOUGHT	20	21
END OF YEAR	69	101
UNRESTRICTED		
BEGINNING OF YEAR	469	363
AMORTIZATION	52	58
ASSETS BOUGH	-20	-21
REVENUES LESS EXPENSES	-8	69
LESS INTERNALLY RESTRICTED	-76	-
END OF YEAR	$ 417	469

CONDENSED STATEMENT OF OPERATIONS

YEAR ENDED MARCH 31	2001	2000
REVENUES		
GRANT PROVINCE OF B.C.	$1832	1860
TEAM BC PORTION	90	
	1922	1860
ATHLETE REGISTRATION	118	65
INTEREST EARNED	63	75
SENIOR GAMES CONTRIBUTION	30	30
OTHERS	57	62
	2190	2092
EXPENSES		
SALARIES & BENEFITS	429	407
TRAVEL & ACCOMMODATION	41	70
PROFESSIONAL SERVICES	138	140
COMPUTER MAINTENANCE	11	27
OFFICE	99	100
ADVERTISING & PUBLICATIONS	58	68
INSURANCE,LEASES & UTILITIES	92	95
GAMES OPERATING COSTS	523	328
TEAM BC OPERATIONS	52	
AMORTIZATION	52	58
OPERATING GRANTS	703	730
	2198	2023
REVEN'JES LESS EXPENSES	$ -8	69

THE ANNUAL AUDITED FINANCIAL STATEMENTS WERE PRESENTED AND APPROVED BY THE BOARD ON JUNE 15,2001. THE ABOVE CONDENSED FINANCIAL STATEMENTS HAVE BEEN PREPARED FROM THE AFOREMENTIONED AUDITED FINANCIAL STATEMENTS.

Host Economies Keep Society Healthy

B.C.GAMES SOCIETY

CONDENSED FINANCIAL STATEMENTS
(IN THOUSANDS)

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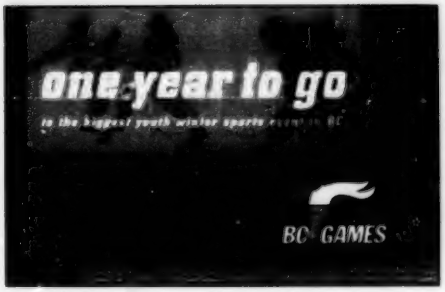
New Identity and Added Value for Sponsors



ADDING VALUE: A GOOD PRODUCT MADE BETTER

- New role for BC Summer and Winter Games was positively received by provincial sport organizations, Sport Branch, BC Teachers Federation, Sport BC, PacificSport, SportMedBC and Coaches Association of BC (see Winter Games section)
- New partnership with BC Festival of the Arts to create MainStage, piloted in Langley, Victoria, Kelowna. Total attendance estimated at 20,000

BUILDING VALUE: VISIBILITY FOR THE PRODUCT

New promotional efforts:

- New media relations program for 2000 summer, including closer liaison with host community journalists
- Results carried by Canadian Press wire service for first time in 10 years
- Winter "One Year to Go" campaign (school poster, BCTV vignettes, media story ideas, provincial sport organization newsletter ads)
- Creation of BC Games News Service

AIRBC AND BCTV RE-SIGN AS PARTNERS

- AirBC will continue to provide air travel and additional promotional value including BC Games graphics on aircraft
- BCTV providing new promotional focus, versus coverage, including new "One Year to Go" campaign

NEW PARTNERS-LOTTERY CORPORATION AND VANCOUVER PROVINCE

- New partnership with BC Lottery Corporation provided state of the art community stage, supporting the pilot of MainStage, with a value of $100,000+
- New partnership with the Vancouver Province newspaper will provide $100,000 in visibility for Games and sponsors
- New agreement with ViewPoint Technologies, (supplier to 2000 Olympics, 2002 Commonwealth Games, 2001 Goodwill Games) to re-develop registration software, suitable for on-line registration and web based results

OPPORTUNITIES

- Media interest should be higher and province-wide for 2002 Games
- More exposure should raise the value of Games to potential sponsors

CHALLENGES

- Producing MainStage as a crowd draw, while maintaining community autonomy

IMPLICATIONS FOR NEXT PLAN

- Evaluate execution of MainStage after 2002 Winter Games

New Integration and Partnerships

2001 MACKENZIE: THE BEST EVER

- Record per capita participation: 1232 participants hosted in 18 sports by a community of 5500
- Record number of volunteers in host community, per capita: 1145 volunteers recruited in a community of 5500
- Record local fundraising: $187,000 raised locally (50% cash / 50% in-kind)
- Curling introduced for Special Olympics athletes

NEW PARTNERSHIPS

- New formal agreements with provincial sport organizations in 10 of 18 sports in 2001 Games
- New agreements with provincial sport organization mean provincial sport organization can create opportunities for athletes to progress
- First-ever pilot agreements with eight provincial sport organizations to organize and coordinate regional qualifications for 2002
- New Social Marketing with RCMP Drug Awareness Program
  - Partnership raises awareness not only for drug issues, but also for the Games through reciprocal exposure arrangement
  - Relationship with a respected agency such as the RCMP, and with the undisputed cause of drug abuse prevention, lends credibility to the Games as positive benefit to society in the north

HOSTS SET FOR 2002, 2003, 2004

- The Games have been awarded three years in advance, for the first time in more than ten years

OPPORTUNITIES

- Provincial sport organization involvement will allow greater opportunities for developing athletes

CHALLENGES

- Some communities do not have provincial sport organization member clubs in some sports
- Rising travel costs have not been offset by increased funding

IMPLICATIONS FOR NEXT PLAN

- Consider measuring playdowns participation
- Continue building new partnerships with provincial sport organizations and multi-sport organizations

Sports Embrace New Direction

HIGH COMPLIANCE WITH NEW ATHLETE GUIDELINES FOR 2002

- Young athletes most likely to advance to higher levels are now eligible in 100% of 2002 sports. As well, 86% of sports are younger than youngest provincial team and 72% specify a narrow age range to encourage progression.

RECORD NUMBER OF BIDS RECEIVED FOR 2004-2006

- A record 6 communities bid to host 2004-2006 Winter Games, following BC Games attendance at BC Parks and Recreation Association conference, and Union of BC Municipalities conference

NEW "ONE YEAR TO GO" CAMPAIGN

Components:

- Poster to all schools, recreation centres, first nations bands
- Vancouver Province ads
- BCTV vignettes aired 53 times, $47K value, 51% aired 5-11pm, 32% in news or prime time, none in 11pm-10am
- Provincial sport organization and multisport organization newsletter ads
- Media relations campaign
- Comments positive about concept and execution

Did you know?
54% of athletes at the 2000 Winter Games were female and over 47% of coaches, managers, chaperones and officials.

OPPORTUNITIES

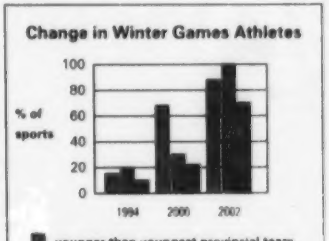
- Successful MainStage in 2002 could prompt new attention, sponsorship
- Increased media coverage of new medal standings should aid sponsorship search
- BC Games News Service could assist provincial sport organizations to promote their sport in the zones

CHALLENGES

- Time lag for implementation of changes in host communities
- Collecting regional news stories

IMPLICATIONS FOR NEXT PLAN

- Experience of Williams Lake MainStage and media relations must be turned around quickly to be included in 2004 Guidelines



Launching New Initiatives

NEW INITIATIVES IN 2000

- Youth mentorship program held as community development project
- New community coaches workshop held pre-Games attracted 75 coaches
- New parents education night held, with over 100 parents attending a session on nutrition for athletes
- New coach recognition evening held, 200 attended
- Triathlon added to Games
- MainStage piloted in Victoria
- New agreement with ViewPoint Technologies, (supplier to 2000 Olympics, 2001 Goodwill Games, 2002 Commonwealth Games) to re-develop registration software, suitable for on-line registration and web based results

RECORD UNDER 18 PARTIC!PATION IN VICTORIA

- Record 82% of athletes were under 18, a slight increase over previous record in 1998
- 3800 participants
- 4129 volunteers recruited

B.C. Games chart a new course

M

JEFF RUD

Game plan

Times Colonist, July 2000

RECORD NUMBER OF BIDS FOR 2004-2006

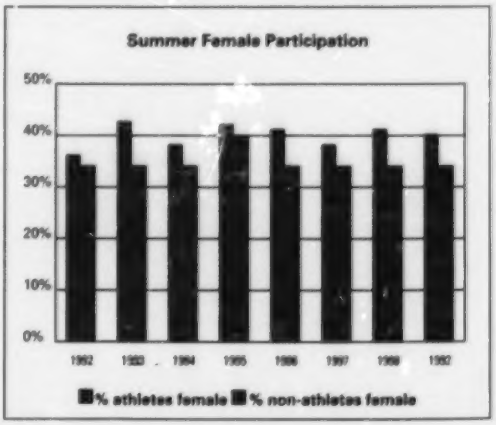
- Record seven communities bid for 2004-2006 Summer Games, following BC Games attendance at BC Parks and Recreation Association conference, and Union of BC Municipalities conference

NEW ROLE OF GAMES WELL RECEIVED

- Media coverage positive
- Provincial sport organization feedback positive

OPPORTUNITIES

- Revisions to CoreSport (2004+) could allow new initiatives in female participation, encouraging coaching leading up to BC Games, higher standards for certification
- "One Year to Go" campaign in August
- Partnerships with Canada Games 'Youth Excellence Through Sport' program, Coaching Association of BC programs



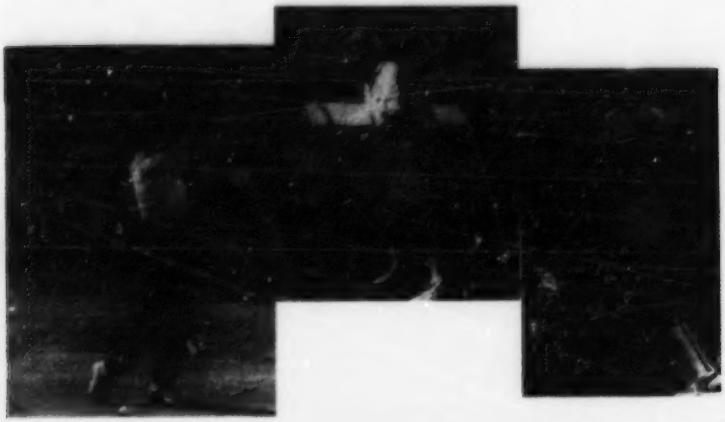
CHALLENGES

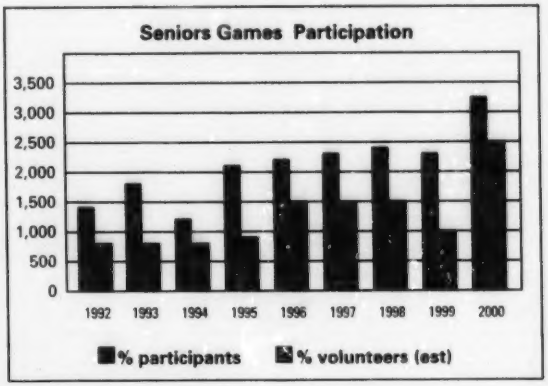
- Female athlete participation below 41%, leadership participation below 38%

IMPLICATIONS FOR NEXT PLAN

- Review female participation opportunities and incentives

Growth Brings Opportunities





RECORD PARTICIPATION IN KELOWNA 2000

- 3104 participants
- Estimated economic impact greater than $1.6 million
- 2500 volunteers

LEGACY FUND SIMILAR TO 1999 ELK VALLEY

- $39,000 raised, $27,000 to Kelowna Foundation, $12,000 to BC Seniors Games Society

HIGH INTEREST IN HOSTING

- Over 50 communities have enquired since the bid package for 2003-2004 was distributed March 15

NEW PARTNERSHIPS

- First memorandum of understanding was signed with Cycling BC, and plans are underway to enter into similar agreements with other provincial sport organizations, possibly negotiated in joint Summer and Seniors Games meetings

OPPORTUNITIES

- As Games reach capacity in host communities, potential increases for participation in zone qualifications
- Visibility of zone qualifications could increase value of Games to sponsors

CHALLENGES

- Capacity in host communities for continued growth
- Funding to accommodate interest in the Games

IMPLICATIONS FOR NEXT PLAN

- BC Seniors Games Society has struck a strategic planning committee at the board level and will begin to look at long term plans for the Games

Setting the Parameters

NEW STEERING COMMITTEE STRUCTURE

- BC Games Society employee chairs the steering committee
- Partner roles re-defined

2000 ACADEMY IN KAMLOOPS

- 50 participants in grades 9 & 10 from around BC
- 8 Olympians participated in the academy, sharing their experiences, motivation and inspiration with students
- 1999 participant Tina Lum from Nanaimo selected to attend the Olympic Youth Leadership Academy held in conjunction with the Sydney 2000 Olympics

A TRUE PARTNER EFFORT

- The academy is funded and organized by the BC Games Society, Canadian Olympic Association, BC School Sports, Sport BC, PacificSport, Sport Branch, and BC Disability Sports

OPPORTUNITIES

- Wider awareness among teachers could significantly increase the number of applicants

CHALLENGES

- Promoting the academy
- Involving the partners
- Expanding the partners to enhance the program

IMPLICATIONS FOR NEXT PLAN

- Need to review date and location to ensure participants needs are being met
- Need to evaluate partnership to look for ways to include new partners
- Consider placing Academy permanently with one agency while maintaining the integrity of the partnerships

Building on Sport Branch Successes

'HELPING OTHERS LEAD' REFINEMENTS

- New task lists and timelines prepared for mission staff
- Positive feedback to transition to BC Games Society form Sport Branch, from provincial sport organizations
- Athlete diaries sent out 4 months earlier than previous Games
- New web site built by mission staff volunteer
- New parents program designed by mission staff volunteers
- New parents Guide to the Games manual developed by mission staff volunteers
- Guide to the Games participants handbook, revamped by mission staff volunteers

HIGH COMPLIANCE WITH SCIENCE AND MEDICINE SUPPORT PROGRAM

- All sports complying with science and medicine support program

NEW BENEFITS TO SPORT PARTNERS- BUY BC

- Partnership with Agriculture BC marketing arm, Buy BC (negotiated by Richard Way, Team BC Chef de Mission) brought $36,600 to Team BC budget, plus large promotional benefit in TV commercial, calendar, and Training Tips. Buy BC sponsorship brought cash to athletes, provincial sport organizations and Team BC
- Training Tips prepared by SportMedBC provide exposure for Buy BC

OPPORTUNITIES

- Involvement with Team BC mirrors and supports integration of BC Games with BC athlete development system

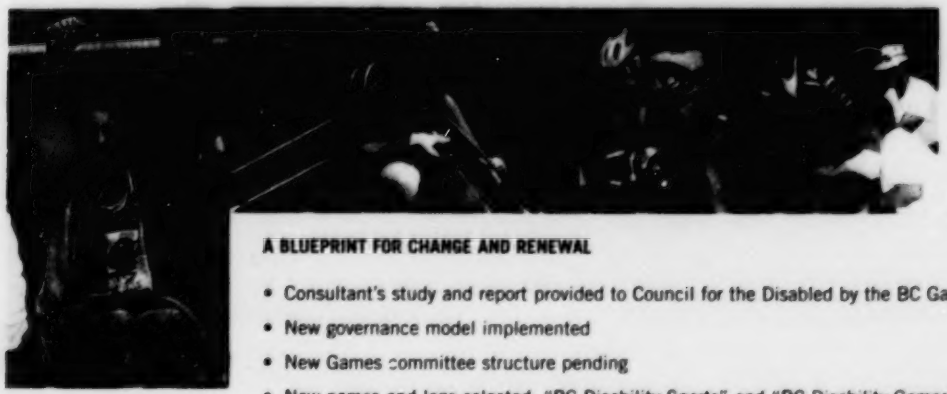
CHALLENGES

- New on-line registration with London unproven

IMPLICATIONS FOR NEXT PLAN

- Need to track mission staff alumnae to measure impact on leadership in province sport system

New Board Charts New Course



A BLUEPRINT FOR CHANGE AND RENEWAL

- Consultant's study and report provided to Council for the Disabled by the BC Games Society
- New governance model implemented
- New Games committee structure pending
- New names and logo selected: "BC Disability Sports" and "BC Disability Games"

LANGLEY RAISES THE BAR

- Langley implemented more elements of MainStage concept than any other pilot site
- Featured various entertainers including high quality artists with disabilities, plus recording artist Lisa Brokop
- Healthy legacy fund of $28,886
- Local sponsor newspaper won provincial award for coverage and promotion of the Games
- Record community support; 1000+ volunteers

NEW MEDIA PARTNERS

- Global TV, Pattison Outdoor, Light Vision, Vancouver Sun, Corus Radio Network, CKNW
- New celebrity spokespeople: Jennifer Mather and Laurie White

NEW GUIDELINES

- New guidelines for the host community will mirror current Summer and Winter guidelines with disability specific requirements

OPPORTUNITIES

- Role of the Games as stepping stone to higher level competition could involve more athletes and build public interest
- Including other sports and increasing participation could impact Games

CHALLENGES

- Encouraging participation from under-represented regions
- Cost of hosting Games outside lower mainland and interior
- Involving more athletes

IMPLICATIONS FOR NEXT PLAN

- Delivery of new guidelines will help future host communities
- More work needed to define the Games as both athlete development and a celebration of physical activity and competitive sport for people with a disability
- 2002 host community board selection process
- Invite bids for 2003-2005
- Strategic planning and vision scheduled for fall 2001